

Message Text

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ACTION EB-11

INFO OCT-01 ARA-16 EUR-25 ISO-00 CAB-09 CIAE-00 COME-00

DODE-00 DOTE-00 INR-10 NSAE-00 RSC-01 FAA-00 SS-20

NSC-07 L-03 DRC-01 /104 W

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R 281429Z JUN 74

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 1655

INFO AMEMBASSY LUXEMBOURG

AMEMBASSY MEXICO

AMEMBASSY PARIS

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E.O. 11652: N/A

TAGS: ETRN, UK

SUBJ: CIVAIR - AIR EUROPE INTERNATIONAL

REF: STATE 137895

1. RE TIJUANA/LUXEMBOURG SERVICE DESCRIBED REFTTEL, WE
ASSUME DEPT MAY NOT HAVE SEEN INTERAVIA AIR LETTER NO.
8024, JUNE 11, 1974, PAGE 2 REPORT.

2. FOR INFORMATION OTHER ADDRESSEES WHO MAY NOT HAVE
ACCESS TO INTERAVIA AIR LETTER, REFERENCED REPORT STATES:
QUOTE LOS ANGELES: A NEW INTERNATIONAL CARRIER TO BE
KNOWN AS AIR EUROPE INTERNATIONAL HAS BEEN GRANTED RIGHTS
TO OPERATE A REGULARLY SCHEDULED AIR SERVICE BETWEEN
LUXEMBOURG AND TIJUANA, MEXICO (LOCATED JUST SOUTH OF
THE US BORDER, NEAR SAN DIEGO). THE NEW COMPANY IS
HEADED BY ERMAN PESSIS, AS PRESIDENT AND CHIEF EXECUTIVE.
PESSIS, A FORMER CALIFORNIA AUTO LEASING EXECUTIVE, IS
NEGOTIATING THE LEASE OF A MCDONNELL DOUGLAS DC-10 FROM
LAKER AIRWAYS OF BRITAIN, TO BEGIN OPERATIONS IN JULY
WITH AN EVERY-OTHER-DAY SERVICE IN SUMMER AND THREE

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FLIGHTS A WEEK IN WINTER. ACCORDING TO A NEWS RELEASE

ANNOUNCING THE PROPOSED OPERATION, FARES ARE BASED ON 14 TO 45 DAY EXCURSION RATES. THE RATES WILL VARY ACCORDING TO SEASON WITH HIGHER FARES FOR THE PEAK SUMMER MONTHS, LOWER FARES FOR THE SPRING AND AUTUMN AND A BUDGET FARE FOR OFF-SEASON WINTER TRAVEL. ALL SALES WILL BE MADE THROUGH TRAVEL AGENTS WHO WILL BE PAID 10 PERCENT COMMISSION. AIR INTERNATIONAL WILL HAVE NO DIRECT SALES OFFICES EXCEPT FOR THOSE AT THE TIJUANA AIRPORT. IT IS BELIEVED THE SUMMER FARE WILL BE \$299 ONE-WAY AND \$250 IN WINTER. FLIGHTS WILL BE DIRECT WITH ONE RE-FUELLING STOP IN CANADA, AND FREE MEALS WITH WINE WILL BE PROVIDED. SERVING AS VP AND GENERAL MANAGER OF AIR EUROPE INTERNATIONAL IS F. KELLY WEISS, FORMERLY VP-OPERATIONS FOR EASTERN AIR LINES. HEADQUARTERS OF AIR EUROPE INTERNATIONAL ARE LOCATED IN LUXEMBOURG, WITH NORTH AMERICAN HEADQUARTERS AT TIJUANA INTERNATIONAL AIRPORT AND RESERVATIONS OFFICES IN THE CITY OF TIJUANA. MOST OF THE CARRIER'S BUSINESS IS EXPECTED TO BE DRAWN FROM THE LOS ANGELES AREA, 120 MILES NORTH OF TIJUANA.

UNQUOTE

3. IF WE CAN CONFIRM REPORTED LAKER/AIR EUROPE LEASE OF DC-10, WE WILL REPORT FURTHER.

ANNENBERG

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Message Attributes

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